

The Sun.

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Frederick Loeser & Co.

Brooklyn Advertisements.

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Reduction Sale Dress Trimmings

This includes all the remainder of this season's importations of the best Parisian Garnitures, Passementeries, Gallons, Gimps and the like, at prices that are reduced fully one-third from our original very low ones.

There are fancy Yokes, Boleros, Entire Waist Garnitures, fancy colored Pearl Beads and Spangles—no two alike—Black Jet and Spangled Garnitures.

The extreme Paris Novelties in fancy Colored Embroideries and Spangled Passementeries. And, in fact, some things reduced fully one-half. All of our counters are filled with unusually opportune purchases.

Bargains in Handkerchiefs for Everybody.

Last week it seemed as if we must have supplied Handkerchiefs to every one in Brooklyn. Our prices warranted the demand, but the end's not yet; here are some offers even better:

AT 5c.—Men's and Women's Colored Border Handkerchiefs; many new and pretty patterns.

AT 5c.—Men's Half and One-inch Border Handkerchiefs.

AT 5c.—Women's All-linen Handkerchiefs, one-half-inch hem.

AT 5c.—Women's Handkerchiefs, one-half to one-inch hem.

AT 12c.—Men's Unlaundered Neat Initial Handkerchiefs, all linen.

AT 10c.—Women's Linen Hemstitched Handkerchiefs; regular value 15c., 18c., 25c.

Embroideries Very Cheap. The new kind of all-over Embroideries and Edges. The patterns are heavy and very effective—also Nainsook Edges and Insertions—some cambric among them. The prices are about half what you've been paying—as follows:

The all-overs at \$1.19 to \$2.49. Edges and Insertions, 5c. to 25c.

Carlsbad Pine Cone Soap. It's the most economical soap made. It lasts longer than other soaps. It's just as good in its use and effectiveness when there's a tiny bit left as when you start with a whole cake. It's the nicest soap in the world for the nursery, healing, soothing and pleasant to the most delicate skin of the baby. There's nothing known to science so good for the skin. Have you tried it? The genuine is sold by us only in this country.

24 Floor—Take Revolving Stairway. Is there any woman who can think of hats without thinking of Loeser's? It's quite a common thing to hear "I'm sure that must be one of Loeser's hats." The extent of our display, the conveniences of showing, the originality and individuality of the hats themselves are the logic of it all.

Here's a half-told tale of some little prices:

AT 70c. \$1.10 TO \$2.25—New popular sailor shape in Manila Hats.

AT \$1.25, REGULAR \$2.75 TO \$3.75—An assorted lot of Straw and Chiffon Toques, and it's the most popular hat of the season.

An endless variety of flowers, wings, straw and chiffon trimmings and accessories to fit up your own hat in a jiffy.

75c. for \$1.00 Negligee Shirts. A splendid lot of Fancy Percale Negligee Shirts for men, made by the most careful makers in this country, new and pretty fast-colored designs, sizes 13½ to 18-inch neck, cuffs detached. \$1.00 Shirts 75c. Same ratio of splendid values in Fancy Negligee Shirts at \$1.00 and \$1.50.

"Peerless" Ice Cream Freezers. This freezer is the best and easiest to use. Freezer made; acknowledged as such by every competent critic; the gear-work is entirely closed and it is impossible for salt water to get into the can. Then the "Peerless" freezes cream in 3½ minutes while you wait, which fact we demonstrate daily. We sell two-quart size to-morrow at \$1.35. We also keep two other kinds fairly good Freezers, but of earlier dates: The "Gem," two-quart size, at \$1.40; the "White Mountain," two-quart size, at \$1.65.

Gas Ranges and Cookers. Cooking by gas is the cleanest, most economical and most convenient method known. We make it very easy for you by offering the best assortment of the world's best product, every one warranted.

The "Victor" Gas Cooker with broiler, \$3.98.

The Wolf "222" Cooker, \$10.98.

The Wolf "999" Cooker, \$7.98.

The "Chief" Cooker, \$14.25.

The "Favorite" Gas Ranges, choice of styles and sizes, \$14.98.

Lawns, Piques, Muslins. Our assortment of everything in White Goods was never more complete, and really the most phenomenal for to-morrow, some of which we mention:

AT 16c. YARD INSTEAD OF 22c.—English Cambric, yard wide.

AT 25c. YARD, REGULAR 65c.—Imported Tucked Pique.

AT 16c. INSTEAD OF 8c.—Bleached Muslin, yard wide.

AT 7c. INSTEAD OF 9c.—Cambric Muslin, yard wide.

Eye Glasses and Spectacles, 50c. instead of \$1.50. Gold Plated Eye Glasses, with adjustable or offset Cork guards. Spectacles with riding bow or straight temples and French lenses.

Frameless Eye Glasses with regular or offset Cork nose pieces. Spectacles with straight temples and good quality lenses, at 50c. instead of \$1.50.

Jewelry at Little Bits of Prices. Paris Neck Tie Holders for women in cut steel. Open Work French Gift, and Diamond Cut Sterling Silver, 49c., 59c., 75c. to \$3.98.

Large variety of Eton Jacket Clasps, 49c., 59c. to \$2.49.

Articles for the Toilet. Imported Tooth Brushes, extra fine grade of bristles, plain and carved bone handles, at 15c. and 19c. each, regularly 25c. and 29c.

Nickel Plated Soap Boxes, at 19c., regularly 25c.

Celloid Brush and Comb Trays, also used for manicure pieces, 49c., regularly 89c.

Rubber Water Bottles, 2-quart size, an excellent quality at 45c.

Everything very complete in Tourist Cases, unfitted in leather, canvas and oil skin, rubber lined, from 39c. to \$3.75.

Frederick Loeser & Co.

BROOKLYN.

Something Astonishing in Curtains.

Nine Thousand Pairs of Nottingham and Irish Point At Much Less than even the Cost to Make.

Just another link in the chain of our merchandising achievements. You may say that such a sale is unusual in the spring. That's true. But a certain happening in the market put us in possession of this enormous lot of perfectly new up-to-date lace curtains at prices lower than have ever been known.

Over Two Hundred up-to-date Patterns

It gives you the advantage of everything there is in it, and advertises us. It means more than

25 to 50 per cent. Less than Regular Prices.

And then, now is a handy time to prepare for the Summer Cottage. But such curtains at such prices are a snap to buy and lay aside even if you don't need them until Fall.

The Hotels, the Boarding Houses and the trade generally should take advantage of this offer. There are curtains at 75 cents a pair that will astonish you. Think of \$1.79 buying a pair of beautiful Irish Point Curtains, full length and width, too. The sale will continue while the curtains last. There will be more to choose from to-morrow than later in the week.

Upholstery Department, Third Floor.

Laces at Half and Less.

Laces were never more in favor than this season, and we were never in better shape to meet fashion's every wish. Constant inquiries come to us from both in and out of the city asking us about the correct laces to wear. We are in immediate touch with the best makers of laces, many of which we entirely control, so that even the trade comes to us for the newest ideas. Our prices are always the lowest, to be had anywhere. To-morrow we offer the following at half and less: Valenciennes Laces, 2 inches to 6 inches wide, with plenty of insertions to match, at 4c. to 15c. a yard. And some imitation Cluny All-overs at 49c. to \$1.49 yard. Look just like the real.

Boys' Sailor Suits at \$3.98, Regular \$4.98. Made from blue flannels and blue and brown serges, tastefully trimmed, and trousers lined throughout. 3 to 10 years sizes. Boys' Unlaundered Waist at 39c. instead of 59c. Boys' King Waist, laundered, at 69c. instead of 95c.

69c. for Boys' 98c. Corduroy Trousers. These are made of a really splendid quality of Drab corduroy, tapered seams, patent waistbands, and patent buttons that can't pull off—Plenty for Monday at 69c. instead of 98c. Sizes 3 to 15 years.

Little Boys' Summer Dresses 98c. instead of \$1.25. Made for the little fellows of 2, 3, 4 and 5 years. Percales, the durable kind, pretty patterns of light and dark blue and pink effects.

Good Suspenders At 29c. And a big lot of them, all at 29c. They are made from regular 50-cent elastic webbing, a clean up of all the little lots of one of the biggest and best makers—a splendid variety of plain and fancy colorings.

25c. for 50c. Scarfs. Men's silk Imperials, Ties and Bows. One of those good chances we often give you of 50c. Scarfs for 25c.

Women's Tailored Suits Cheap.

In Fact, Averaging 40% Less than Regular.

A special gathering for to-morrow, 150 of them, the models of one of the very best makers in this country, materials, colors and designs thoroughly up-to-date. Lot 1, \$13.75, regular value up to \$24.00. Lot 2, 19.25, 35.00.

Also 40 superb costumes, many of them original examples of the best Parisian dressmakers, others are modified by American ideas, all beautiful. Silk, cloths and novelty effects, an assortment of colors, such as tans, greys, pastels, black, etc. Were selling formerly from \$55.00 to \$149.00, now marked \$58.00 to \$98.00.

Very Uncommon Prices for Linens.

Here are some of the very best opportunities in Linens we've ever offered. Lots that we've gotten together specially for your benefit to-morrow. But after all this is only a part of the large measure of advantages our linen store affords every day of every week.

Cream damask, extra good, plain and red borders, 43c. yard instead of 50c. Extra heavy cream damask, 72 inches wide, 75c. instead of 89c.

Fine bleached Irish table damask, 70 inches wide, 59c. yard instead of 69c. Superior quality bleached damask, 72 inches wide, 89c. yard instead of 98c.

24-inch napkins to match, \$2.79 dozen instead of \$3.98. Barnsey Bleached Table Linens—Table cloths 2 yards long, \$2.79 instead of \$3.29.

Beautiful Embroidered Linens.

An Innovation for Shirt Waists.

The latest French Novelty Linens for women's shirt waists and dresses, too, and here first and here only. The embroidered figures are very tasteful in both design and color, spots, stars and crescent, bow knots, shamrock, Fleur de Lis, etc., different colors as well as both black and white.

Timely Parasols and Umbrellas.

AT \$2.99 FOR A \$6.00 PARASOL—One hundred Parasols covered with Taffeta silk, all over embroidered; all the new colors, and, of course, all white and all black. This year is going to be a parasol year—we start the season with a \$6.00 Parasol for \$2.99.

AT 25c.—Two Hundred and Fifty Parasols for the little girls, 12-inch, covered with figured Foulards, ruffled.

AT \$2.99 FOR A \$5.00 UMBRELLA—Sun Umbrellas, 24-inch, covered with the best quality of imported silks; the kind we guarantee. An assortment of beautiful Pearl and Ivory Handles, mounted with Sterling Silver.

Merchant Tailoring Offer.

A Good Suit for \$21.50.

Our merchant tailoring store can give you just as many conveniences and advantages as can the regular tailor, plus many others. We buy more cloths and can buy them cheaper—we make more clothes and can make them for less. A dry goods store, of course; but why should that keep you from saving many dollars on each suit of clothes? Your choice of fine Worsteds, Cassimeres or Cheviots, the newest patterns and weaves for spring; the trimmings, making and fitting guaranteed to be right.

Take a look at our Business Suits to order at \$15.00. They are better than the price. Fifteen different styles. All-wool cloths. Features same as the better suits.

Big Sale of Trunks.

Many at 25 Per Cent. Off.

We have an assortment of trunks which cannot be duplicated anywhere. Their quality is excellent and every trunk is fully warranted. Just compare our trunks; we believe you will buy of us every time. This sale includes: Dress Trunks, Hat Trunks, Theatrical Trunks, Shirt Waist Trunks, Steamer Trunks, French Exhibition Trunks. We call particular attention to our Innovation Trunk. We are sole Agents in Brooklyn.

89c. for \$1.25 and \$1.50 Body Brussels Carpets. A fortunate trade happening enabled us to buy 150 rolls—about 8,500 yards—of these carpets at a price to give you this great advantage. The carpets are made by the most popular maker in this country. Choicest patterns and best quality Body Brussels 89c.; our regular price is \$1.25 to \$1.50 yard.

THE MATTINGS, TOO. The largest variety at the lowest prices to-morrow. 250 Roll Extra Heavy Reversible Matting that usually sell for \$8.00 and \$9.75 roll at \$5.79 roll of 40 yards. 300 Rolls Choice Japanese and Linen Warp Matting that regularly sell for \$9.75 to \$11.75 roll at \$6.97 roll.

Rug Buying Incentives.

Our collection of Oriental Rugs is a picture of Eastern color, design and charm. The very atmosphere of Turkey and Persia. Then, all our Rugs are bought and sold on the same small percentage of profit as our regular merchandise. You save the so-called rug fancier's profit. To-morrow we offer both Oriental and Domestic Rugs at prices that are incomparable and that will make one of the most notable sales of the season. Most everything in stock is marked at a special price, a few of which we mention:

Reversible Cotton Mats, 15x30 inches, 39c. Boracay Ingrain Rugs, 36x72 inches, 65c. Reversible Jute Rugs, best quality, very pretty patterns: One extra Persian about 7x10.5, \$45.00 instead of \$70.00. One extra Aushack, about 8x11.6 ft., \$62.50 instead of \$110.00. One extra Ghordes, about 13x15 ft., \$69.00 instead of \$130.00. Porch Screens, sizes 4x8 ft., 6x8 ft., 8x8 ft., 8x10 ft., 10x8 ft., 10x12 ft., \$12.50, \$17.50, \$24.00.

Stockings and Underwear.

And this is an offer in which men, women and children may participate, at advantages in prices of 50% less than the present market rates.

STOCKINGS. AT 9c. INSTEAD OF 15c.—Children's extra heavy black ribbed cotton Stockings, spliced heels and toes, with double knees, just the thing for school wear. Sizes, 6 to 9½.

AT 25c. INSTEAD OF 35c. to 45c.—Children's black ribbed cotton Stockings, spliced heels and toes and double knees; also fine rib black lisle thread. Sizes 6 to 9.

AT 25c. INSTEAD OF 35c.—Women's colored lisle thread and cotton Stockings, tan, striped, extracted and stainless black, plain and ribbed.

UNDERWEAR. AT 12c. INSTEAD OF 19c.—Women's fine ribbed white cotton Vests, low neck, short and no sleeves, tape in neck and arm. Sizes, 4, 5, 6.

AT 25c. INSTEAD OF 35c.—Men's fine grade extra halbrigan Shirts, self fronts, long and short sleeves; with Drawers to match. Sizes, 34 to 44. Drawers, 30 to 40.

AT 39c. INSTEAD OF 59c.—Men's extra halbrigan Shirts, French necks, long sleeves; also Drawers with double gussets, strap backs and suspender tapes, to match. Sizes, Shirts, 34 to 44; Drawers, 30 to 40.

A good house built on a poor foundation would be waste—but no more so, except in degree, than using poor lining for a good dress. We always have the best.

AT 8c., REGULAR 12c.—1500 yards of Fast Black Percale, a strong and serviceable dress lining, 36 inches wide.

AT 12c.—38-inch lining lawns, in all the Spring colors, for use under sheer fabrics; we also have fast black.

AT 10c. YD.—Summerette, made expressly for lining shirt waists and wrappers. 38 inches wide.

A summer Corset of excellent make—450 pairs of them; they are the well known Sonnette; made of imported netting, medium, long, corded bust, silk edged, heavily boned, 18 to 30, at 69c., regular, \$1.00.

For the Baby. AT \$2.79, REGULAR \$3.50—Pretty Cloth Reefers, 1 to 3 years sizes, round and square sailor collar, braid trimmed.

AT 23c., 39c.—Infants' Lawn Caps, tucked, and all-over embroidery. Corded Sun Hats, buttoned crown, in white, blue and pink, 49c.

Dainty Leghorn Hats, lace and ribbon trimmed, \$1.79. Pretty Nainsook Dresses, 6 months to 2 years, neatly trimmed with embroidery and hemstitching, at 88c.

Petticoats, Wrappers, Dressing Sacques. AT 88c. INSTEAD OF \$1.59.—Black Satin Petticoats, in Black, Helio, Lavender and Cerise, made umbrella shape and finished with 12-inch accordion pleated flounce.

AT \$1.98 INSTEAD OF \$2.98—Fine Mercerized Satin Petticoats, in black and colors, 2 styles; one accordion pleated flounce, the other finished with three ruffles braid over.

AT 98c. INSTEAD OF \$1.45—Fancy Percale Wrappers, in light colors, cape over shoulder, finished with Spanish flounce, also navy effects, similar style, both at 98c.

AT 98c., REGULAR \$1.59—White Lawn Dressing Sacques, Empire effect, trimmed with hemstitched ruffe.

59c. for \$1.00 Printed Foulard Silks.

The demand for these \$1.00 Printed Foulard Silks at 59c. was so great last week that we again offer 3,500 yards at the same extraordinary price. All this season's newest patterns and sold by the leading New York houses for \$1.00, and have never been shown in Brooklyn except by us. In addition we offer the following, remarkable prices every one of them:

49c. for 65c. Bright Black Taffetas.

49c. for the best Japanese Corded Silks.

79c. for \$1.25 Fancy Silks.

\$1.25, \$1.50, \$1.75 and \$2.00 for Imported Suple, Bright, Meteoric Black Taffetas for Coats, Jackets, etc.

Cold Storage for Furs.

There is no other plant than ours in Brooklyn for preserving furs. Clothing of all kinds, Rugs, Draperies, etc., by the cold storage system. Our guarantee covers loss or damage from any cause. And if you want your garment in a hurry we can give it to you in a few minutes. Write us and we will promptly send for anything you wish stored.

All the Newest Shirt Waists.

Silk, Flannel, Albatross and Cotton, made up in charming shapes and alluring colors. Lots of them, but at the prices they cannot last the day out.

THE SILK. AT \$3.98 INSTEAD OF \$5.00—Taffeta Silk Waists, black, lavender, cerise, turquoise, blue, cardinal and grey, 2 styles, pretty corded effects; dress waist sleeves.

AT \$4.98 INSTEAD OF \$6.50—Taffeta Silk Waists, assorted colors and black in a number of styles; also one pretty style dotted, with hemstitched strips in blue and cardinal, and pretty satin waists, assorted colors.

AT \$2.98 INSTEAD OF \$3.98—150 assorted Jap Silk Waists in black, helio, lavender, cerise, light blue and navy, made front box-pleated, also

Shoes at \$2.49 instead of \$3.50. The remaining sizes of that lot of hand-sewed welt shoes, which have given so much satisfaction to purchasers the past week. There are three kinds; to-morrow will finish the sale of them.

AT \$2.49 INSTEAD OF \$3.50—Glacé Kid Button Shoes, patent leather tips.

AT \$2.49 INSTEAD OF \$3.50—Glacé Kid Button Shoes with kid tips.

AT \$2.49 INSTEAD OF \$3.50—Glacé Kid Lace Shoes, kid tips.

Handspan "Khaki" 10c. Yard.

Thirty inches wide, too. This is not the Government standard Khaki (some offer it as such) but a firmly woven, pliable, medium weight, in the genuine Khaki color, grey, black, blue, pink and cardinal, also a number of attractive stripes. The colors are fast and the weight much better adapted for women's wear than that used for military purposes. If made to-day could not be sold for less than 19c.—We offer 200 pieces at 10c. yard.

Colored Dress Goods.

AT 49c., REDUCED FROM 75c.—English Glacé Mohair in spring colors. Neat jacquard figures. Very silky in effect; 47 inches wide.

AT 59c., REDUCED FROM 89c.—Barnockburn Homespuns in the approved Scotch mixtures, all wool, 54 inches wide.

AT 75c., REDUCED FROM 98c.—All-wool Tweeds in hair-line stripes, broken checks, &c., in correctly combined colors for walking skirts, bicycling and golf suits.

Again the Ribbons for Little.

This is another flurry among the Ribbons, a lot that's even better in real worthiness than those that caused such a stir last week.

AT 12c. INSTEAD OF 28c. YARD—Bavardere stripe Ribbons, 2½ inches wide, made just right for belts and hat bands.

Satin Ribbons, mostly white and cream. 10c. instead of 17c., Number 9, 1½ inches wide. 15c. " " 23c., " 16, 2½ " " 17c. " " 29c., " 30, 2½ " "

AT 22c. INSTEAD OF 33c.—Double-faced Satin, cord edge, Number 22, 2½ inches wide, blue, turquoise, cardinal, cream, brown, violet, ivory and cerise.

Broken Prices in the China Store.

Some half prices for to-morrow; in fact, some of the prices are less than half, including Dinner Sets, Cut Glass, Bric-a-Brac, Lamps, as well as many other wares of practical interest.

Dinner Sets.

AT \$15.00 INSTEAD OF \$30.00—Fine Limoges China Dinner Sets, four rich floral designs. These sets are of the best French China and of the best shapes. The decorations are not stenciled in any way. An evidence, in fact, is that the insides as well as the outsides of the covered dishes are fully decorated. Each set has three platters and soup tureen and is composed of 100 pieces. The handles are heavily trimmed with gold.

\$15.00 Lamps for \$5.98. A lot of beautifully decorated Lamps, large globes to match, fitted with the best burners that money can buy. The metal parts are mostly gold plated, the decorations in best of taste. There are twenty-five regular \$15 Lamps and twenty-five of the best \$10 Lamps in the lot, all at \$5.98.

Cut Glass at Half—About. A lot of beautiful, sparkling Rich Cut Glass of the best quality, all of the newest and best cuttings, and polished and finished in the very best possible manner: Bows \$3.98 instead of \$7.50 " " 6.98 " " 12.00 " " 7.98 " " 15.00 Sugar and Cream Sets, \$5.98 instead of \$9.00. Flower Vases: 8 inch \$1.98 12 inch \$3.75